

asknet's Academics Business Unit extends its product offering to include cloud services

Karlsruhe, May 4, 2016 – From May 2016, asknet AG, a leading provider of global eCommerce solutions, will offer its clients another innovative product for research and teaching sector. Customers of asknet's Academics Business Unit will benefit from its new Infrastructure as a Service (IaaS) solution.

Demand for virtual computing power is constantly increasing in this area. However, existing IaaS platform ordering processes cannot be optimally adapted to the specific needs of clients from the academic sector. The Academics Business Unit is a trend setter for eCommerce solutions in the field of research and teaching and has updated its offering accordingly; in the future it will offer virtual computers along with monthly packages that allow for easy cost planning.

"The ability to offer our customers the very best service, and to help them utilize the latest technologies, is particularly important to us," says Michael Baumann, Vice President and Proxy of asknet's Academics Business Unit. "Particularly with regard to cloud services, we are experiencing extreme momentum, which is also affecting the research and teaching sector."

As soon as an order is received, the virtual computer is exclusively configured for the customer and provided in a matter of minutes, avoiding bottlenecks even where short-term requirements are concerned.

The provision of IaaS services for research and teaching is only a first step for asknet's Academics Business Unit – it is already working on additional products for this segment, which will help it provide appropriate, innovative products to this target group in the future.

Read more about asknet's IaaS solution: www.asknet-cloud.de

About asknet AG

asknet, a pioneer in the development of global e-commerce solutions, offers extensive expertise and individual shop solutions to ensure worldwide electronic distribution of products of all kinds 24/7 in more than 190 countries. Customers benefit in selling digital and physical goods from both the possibility of handling a variety of international payment and logistics processes as well as the extensive experience of the company in the development and operation of successful e-commerce platforms.



Founded in 1995 as a spin-off of the Karlsruhe Institute of Technology (KIT) the company is also a partner of around 80 percent of German universities and research institutions. Here asknet offers as a large account reseller for manufacturers such as Adobe and Microsoft a comprehensive range of software licenses and services related to the procurement and distribution of software. In addition, asknet distributes via the established internet platform "studyhouse.de" a wide range of software to students. For more information, visit www.asknet.com.

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